Luba Kulakova

Principal Product Manager

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SUMMARY

Product leader with 7+ years taking B2B enterprise software from concept to commercial launch. Owns the Parallels Desktop B2B product line: desktop virtualization, a SaaS management portal, and enterprise identity and licensing infrastructure. Took the Enterprise Edition from zero to Fortune 100 adoption in a year and increased returning-customer revenue by 15%. Expanded the B2B addressable market to healthcare and consultancies by leading strategy and development of Parallels Desktop App Delivery, a company-wide initiative. Leads delivery across 130+ people and represents the product at conferences and Apple-hosted webinars. Equally comfortable setting multi-year strategy, getting into the field with enterprise IT admins, and in technical discussions with engineers around implementation details.

EXPERIENCE

Principal Product Manager

Parallels | Vancouver, BC, Canada | Mar 2026 – Present

Scope: Parallels Desktop B2B product line — desktop virtualization, SaaS management portal, enterprise access governance, MDM and identity integrations.

- Own the Parallels Desktop B2B product line across the Business and Enterprise tiers — vision, multi-year roadmap, feature matrix, and tier differentiation, for a portfolio serving Fortune 100 IT organizations.
- Expanded the B2B addressable market to healthcare, consultancies, and knowledge workers across organizations, validated through a technical preview with 40+ customer and partner organizations, including Apple and Jamf.
- Led the product strategy, positioning, roadmap and execution of the admin experience for Parallels Desktop App Delivery, a company-wide initiative that gives IT teams a new way to deliver Windows apps to Macs. Took it from kickoff to technical preview in 6 months and on to release.
- Own security across the Parallels Desktop enterprise offering, the condition for adoption at enterprises, authentication and access control, encryption bound to the organization and its MDM, device attestation, Windows guest control through Intune and Autopilot, and App Delivery's Windows lockdown, shaped with customers' security teams.
- Lead cross-functional execution across 130+ people spanning engineering, design, QA, GTM, sales, support, and executive stakeholders, driving alignment on strategic priorities and quarterly delivery.
- Set technical direction for ecosystem partnerships with Apple, Jamf, and Microsoft, influencing joint roadmap decisions on how IT admins deploy, configure, and control virtual machines through existing management infrastructure.
- Built launch momentum in the Mac admin community by presenting at MacAdmins and JNUC 2026, co-hosting joint webinars with Apple, and equipping sales, distributors, and Apple field teams with demos, which brought technical-preview sign-ups from the conference booth and attendee requests to try the product and learn pricing.

Senior Product Manager

Parallels | Vancouver, BC, Canada | Mar 2024 – Feb 2026

Scope: Parallels Desktop B2B product line — desktop virtualization, SaaS management portal, enterprise access governance, MDM and identity integrations.

- Launched Parallels Desktop Enterprise Edition from 0 to 1, taking it to Fortune 100 adoption in a year and growing the addressable market by 25%.
- Built the SaaS Management Portal from scratch in under 12 months — concept to technical preview in 3 months, shipped and adopted by enterprise customers within the year — enabling IT teams to configure and control VMs at scale.
- Increased returning-customer revenue by 15% by delivering the enterprise feature set that drove upsell from Business Edition.
- Unblocked enterprise adoption by delivering SSO across Entra ID, Okta, PingFederate, and other identity providers (SAML, OIDC, OAuth, SCIM), defining integration requirements and architecture with engineering and validating rollout with enterprise customers.
- Delivered centralized VM settings control for thousands of endpoints and declarative golden-image deployment through Apple's device management framework — the two most-requested enterprise capabilities.
- Served as technical subject-matter expert for sales and GTM: authored customer-facing deployment guides and ran enablement for sales, support, marketing, and partner engineers.

Product Manager

Parallels | Vancouver, BC, Canada | Sep 2022 – Mar 2024

Scope: Parallels Client (endpoint for Microsoft RDS and Parallels RAS published resources), Parallels Toolbox, Parallels Universal Installer.

- Led the complete redesign and rebuild of Parallels Client for Mac and Windows, modernizing the experience for employees of 10,000+ enterprise customers accessing published applications and remote desktops.
- Unified access to remote desktops, published applications, and Desktop as a Service in a single client, aligning requirements across product teams with competing priorities.
- Brought data-driven decision-making to Parallels Client across five platforms by designing a new event-based statistics structure and leading the migration to Amplitude.
- Improved Parallels Toolbox NPS from 15 to 38 over four quarters through NPS analysis, targeted stability work, and roadmap prioritization tied to top complaint categories.

Product Manager

Parallels | Remote | Sep 2019 – Sep 2022

Scope: Parallels Toolbox (60+ tools, 1M+ active users), Parallels Universal Installer (download and installation infrastructure for the consumer portfolio).

- Owned the full product lifecycle for Parallels Toolbox, a 60+ tool suite with 1M+ active users: strategy, roadmap, customer research, requirements, and cross-functional delivery.
- Launched Parallels Universal Installer from 0 to 1: defined the product, built team processes from scratch, and shipped to a 98% success rate across 200,000 monthly installations.
- Drove a 20% increase in monthly active users for Parallels Toolbox; a new Windows taskbar icon mode alone grew agent opens 3x (4,500 to 12,500/month).
- Improved Toolbox NPS from -7 to 30+ by fixing survey segmentation and prioritizing a focused stability and usability roadmap.
- Built the trial-funnel analytics foundation with the Data team for trial-to-paid conversion tracking.

Intellectual Property Manager

Parallels | Nov 2016 – Sep 2019

- Built Parallels' patent portfolio management process from the ground up and expanded it across Corel Corporation, scaling to 20+ products and engaging 300+ distributed developers in structured IP brainstorming.
- Managed a collaborative R&D project with the University of Malta and Malta Enterprise, securing 50% reimbursement of company salary and equipment expenses.

SKILLS

Product Leadership: Product vision and strategy, multi-year roadmap ownership, 0-to-1 launches, B2B and enterprise product management, go-to-market planning and execution, executive alignment, data-driven prioritization

Customer & Outbound: Enterprise customer discovery, IT and admin stakeholder engagement, technical demos and consultancy, conference and webinar speaking (MacAdmins, JNUC, Apple)

Technical: B2B SaaS, desktop virtualization, mobile device management (Apple ABM/ADE, Jamf, Microsoft Intune), SSO and identity (SAML, OIDC, SCIM, Entra ID, Okta), enterprise access and license governance, event-based analytics, APIs and third-party integrations; daily use of Claude and Copilot for discovery, PRDs, customer-data analysis, and rapid prototyping

Tools: Amplitude, Tableau, Kibana, Jamf, Microsoft Intune, Entra ID, Jira, Confluence

LEADERSHIP, SPEAKING & IP

ProductBC — Mentorship Program Manager (volunteer): Relaunched and ran the BC product management mentorship program across four tracks, including Leadership Development, for 150+ participants.

Industry speaker: MacAdmins Conference, JNUC (Jamf Nation User Conference), and Apple-hosted webinars on enterprise device management and Mac virtualization at scale. All content and visuals created independently.

7 granted US patents in virtualization and endpoint management.

EDUCATION

Master's in Information Security — Moscow State Linguistic University, 2018

LANGUAGES

English, Russian, French, German